

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 714891
Alt Order #: 06323191
Product Desc: BEAN FQR FL SENATE
Estimate: 481
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/19/12 / 09/19/12
Order Type: Core

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bean, A/ R / FI Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$35,190.00	\$29,911.50
10/29/12	10/29/12	10	\$6,625.00	\$5,631.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$35,190.00	\$29,911.50	0.00
November 2012	10	\$6,625.00	\$5,631.25	0.00
Totals	66	\$41,815.00	\$35,542.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Qf Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	31%	\$41,815.00
Market	100%	\$134,887.10

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$2,697.74
WCWJ	0%	\$0.00
WJXT	33%	\$44,512.74
WJXX	4%	\$5,395.48
WTEV	30%	\$40,466.13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/23/12	10/26/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	-TWTF--	:30	4	\$950.00	P-3	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--			4			\$950.00		0.00			
E 2	WTLV	10/23/12	10/26/12	Today Show M-F 7-9am	CM	7a-9a	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--			4			\$800.00		0.00			
E 3	WTLV	10/23/12	10/26/12	Today Show II M-F 9-10am	CM	9a-10a	-TWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Advertiser: Bean, A / R / FI Senate
 Product Desc: BEAN FOR FL SENATE
 Estimate: 481

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	10/23/12	10/26/12	Today Show II M-F 9-10am	CM	9a-10a	-TWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$400.00		0.00				
E 4	WTLV	10/23/12	10/26/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	:30	4	\$575.00	P-3	0.00	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$575.00		0.00				
E 5	WTLV	10/23/12	10/26/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$1,000.00		0.00				
E 6	WTLV	10/23/12	10/26/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$1,000.00		0.00				
E 7	WTLV	10/23/12	10/26/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$1,200.00		0.00				
E 8	WTLV	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	-2222--	:30	8	\$150.00	P-3	0.00	NM	8	\$1,200.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-2222--			8		\$150.00		0.00				
E 9	WTLV	10/23/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-TWTFSS	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTFSS			6		\$400.00		0.00				
E 10	WTLV	10/24/12	10/24/12	Wed Prime A Wed Prime A	CM	Wed 8p-9p	--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----			1		\$1,500.00		0.00				
E 11	WTLV	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$400.00		0.00				
E 12	WTLV	10/27/12	10/27/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	2	\$315.00	P-3	0.00	NM	2	\$630.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			2		\$315.00		0.00				
E 13	WTLV	10/27/12	10/27/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	2	\$315.00	P-3	0.00	NM	2	\$630.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			2		\$315.00		0.00				
E 14	WTLV	10/27/12	10/28/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	4	\$335.00	P-3	0.00	NM	4	\$1,340.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----SS			4		\$335.00		0.00				
E 15	WTLV	10/28/12	10/28/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$850.00		0.00				
E 16	WTLV	10/28/12	10/28/12	NFL Regular Season Fo6M NFL Regular Season	CM	NFL Regular Seas	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$2,500.00		0.00				

